Abstract
San Jose State University’s (SJSU) Dr. Martin Luther King, Jr. Library implemented a patron-driven acquisition program on March 2, 2011 to make electronically available a wide collection of items without compromising limits, most users’ needs on a timely basis, and maintain the collection budget by purchasing materials as needed and selected by University users.

In September 2011, SJSU’s Library implemented a simple widget that reported demographics data from its EBL users. Users articulated their status (i.e., faculty, staff, or student) and area of discipline. Combining these data points with EBL usage statistics, SJSU librarians and staff have begun to question the validity of long-held assumptions about the habits and needs of its users. Evaluating vendor-provided statistics allows librarians to identify user behaviors to more accurately meet users’ needs in the area of collection development. Analyzed data will inform collection development, specifically which subjects may be complemented by the e-book format. Usage statistics can also indicate how e-books are being used across the campus community and disciplines.

Project Goals for the March 2011 DDA Pilot
The project was approved to begin on March 3, 2011. Before implementation, it was determined that fulfillment of these aspects would constitute a success for the pilot:
• Analyzing the pilot’s results and data to ascertain the value of the meeting users’ needs fast
• Making simultaneous-use titles available
• Ongoing updates to discovery record pool, keeping only titles published since validation
• Allowing the DDA plan to continue on a year-round basis

Implementation Parameters
The pilot was launched with the following parameters:
• 9,000 “discovery” records were loaded into the catalog, based on SJSU’s e-book aggregator > EBL in conjunction with YBP.

Number of Pilot DDA Titles Purchased by Library of Congress (LC) Class, March - May 2011

Percentage of DDA Purchases by College Subject Area, Fall 2011

DODA Applications for Libraries
For subject selectors, the following information is available:
• LC scope
• Publishers
• Content level
• E-book user's departments and campus status

For the library, there is an assurance that purchased titles are means for which there is a real need. This mirrors the library away from a "just in case" mindset to one that is "just in time." With continued DDA plan development, the library’s collection and access continue to meet users’, librarians’, and the institution’s needs a financially responsible manner. DDA usage statistics provide a novel way for library employees to learn more about their users and their use of e-books.

Future Areas of Research
SJSU’s Martin Luther King, Jr. Library has successfully implemented a year-long DDA plan. Library employees have begun to interrogate long-held assumptions about which disciplines would benefit from the e-book format.

In the future, the library will continue to restructure the DDA plan and evaluate the frequency of e-books access. Correlations between EBL purchased, books purchased through a general education approval plan, and subject selectors’ choices may be possibly made with further examination.

Demand-Driven E-books + Usage Data = Informed Collection Development
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